PORTFOLIO

click!

under construction

HUEFEY

simply complex

illustration • branding • 3d artist • animation
film/photography • video editing • character design

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click!
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software
indicates expertise
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affinity
other
Hello there My name is huefey! I'm a Graphic Designer, 3d artist, and Sound Designer based in BC, Canada, that loves to combine 3d, with graphic design!
illustration • branding • 3d artist • animation
film/photography • video editing • character design
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Mock-tail: Sille joos

Brand design, 3d modelling, type design, mockup, photography, character design, shape language

OBJECTIVES
To make a mock-tail for creatives with packaging that inspires.

AUDIENCE
Creatives from age 16+

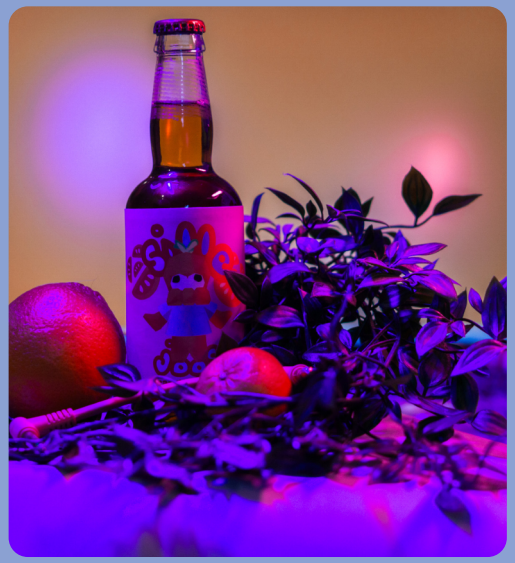
ISSUES
making the text both readable and unique, learning character design by myself

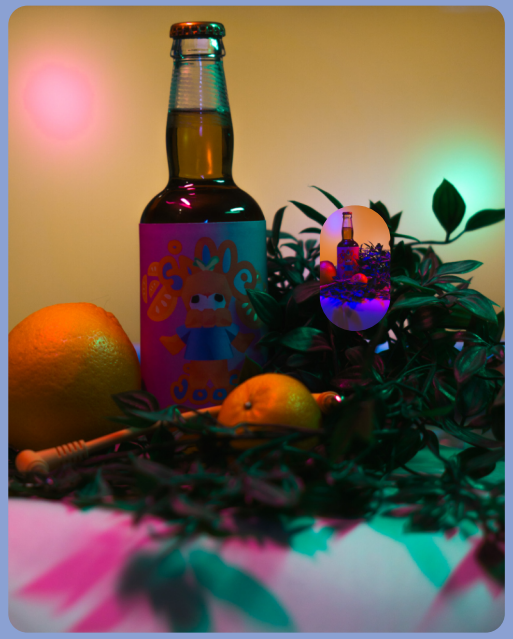
PROCESS
using 3d modelling and conventional vector design, a unique, character based branding was born

OUTCOME
A mock-tail brand that is both enjoyable and fun, and makes for a great branding and brand origin story!

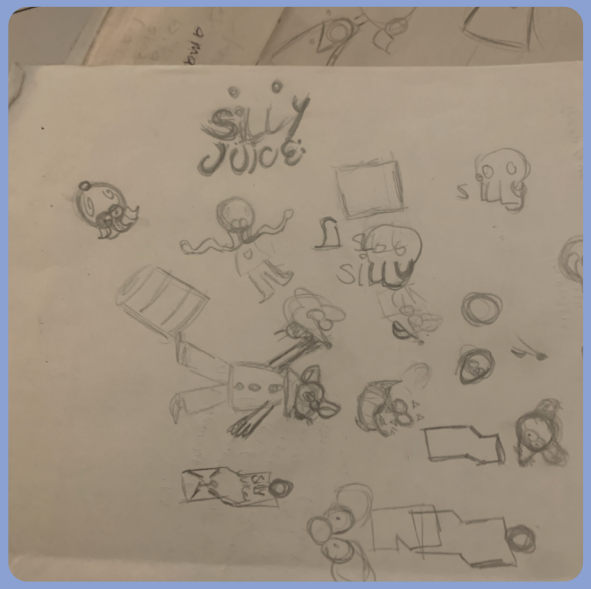
Orange*

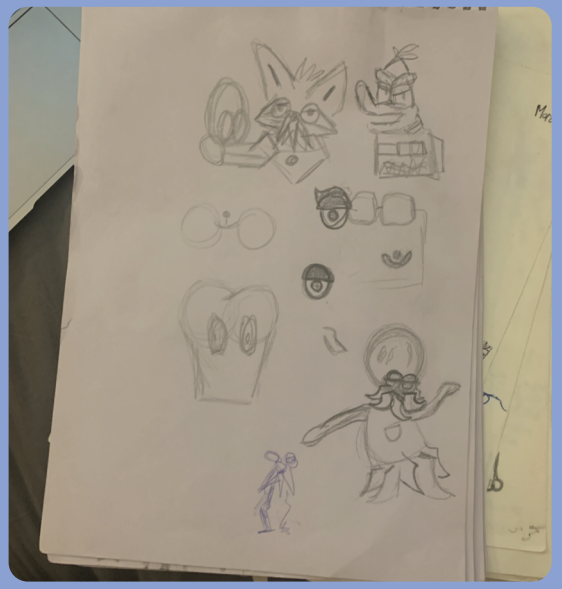
Sille Joos (silly juice) is a Canadian base company that was made due to both the amount of peer pressure to drink, causing mishaps and problems in peoples lives, and the lack on interesting, fun, creative, silly, bottle designs.
ABC-abc-1234
Sille Joos
Orange*
*Orange you glad I didn't say alcohol
True you without the boos
Nutrition Facts
Serves 1
Amount Per Serving
Calories 109
% Daily Value*
Total Fat 0.4g 0%
Saturated Fat 0.1g
Cholesterol 0mg 0%
Sodium 12.3mg 1%
Total Carbohydrate 27g 10%
Sugars 22.2g
Protein 1.4g 3%
Vitamin A 2%
Vitamin C 73%
Calcium 2%
Iron 3%
Magnesium 5%
Potassium 8%
Zinc 1%
Phosphorus 3%
Thiamin (B1) 14%
Riboflavin (B2) 7%
Niacin (B3) 4%
Vitamin B6 7%
Folic Acid (B9) 10%
Vitamin E 1%
Vitamin K 14%
nutrition facts are approximations
Ingredients: Orange Juice, Maple Syrup, Vanilla Extract Sugar, Water,

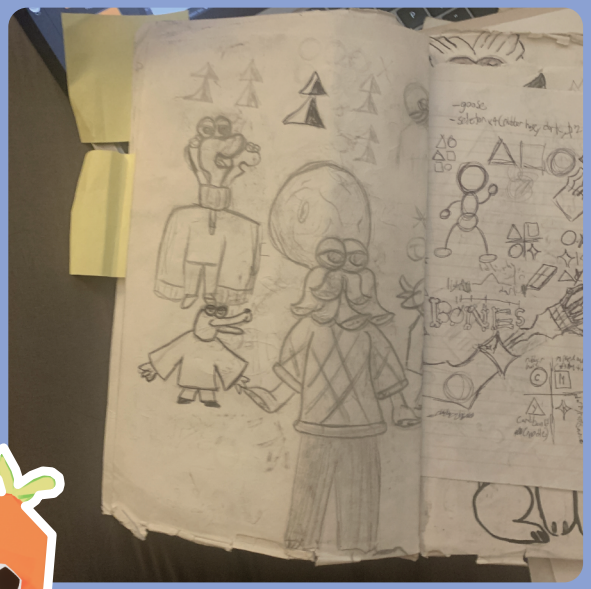


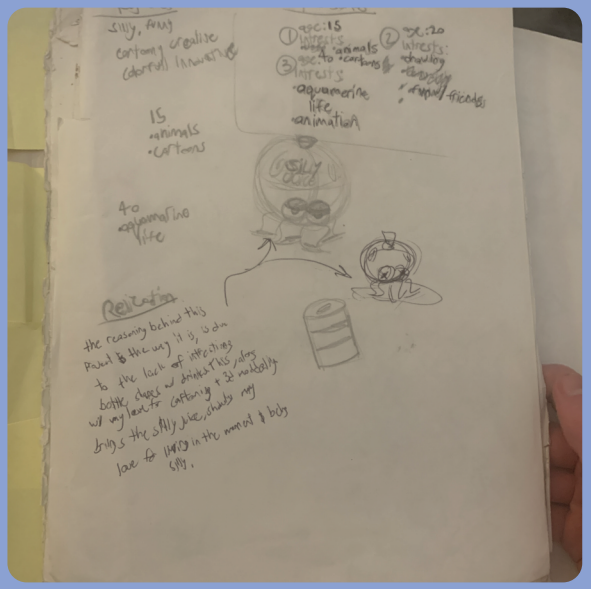


PROCESS









When designing a character, I make a more complicated version
And then simplify it to more basic shapes.
This simple look makes people see details in it that where in the original version, I call it the spackle effects, similar to how you see faces in roof spackle.

Orange*

Type Design

Vector graphics, shape language, type design

OBJECTIVES
Create one of a kind, unique type faces

AUDIENCE
Anyone 3+ (some are for children's animations)

ISSUES
Creating fonts that haven't been done before, creating fonts that are both fun and readable.

PROCESS
Using curved modifiers and vectored shapes, unique fonts were created!

OUTCOME
Unique and fun fonts for a variety of uses!

a b c d e
f g h i j
k l m n o
p q r s t u
v w x y z

A B C D
E F G H I J
J J K L M N
O P Q R S
T U V W
X Y Z . ! ?

ABCDEFG
HIJKLMN
OPQRST
UVWXYZ

AAAA bbbBB CCc Dddd
EEFF 9GG hH iiI jjjT
KIIMmmmmNnnnn Oooo PPP
Q999 PRR SbbbUuu U Wwwww
XYZZ 0 1 1 2 2 2 3 3 4 5 5 6 7 8 9
%#@*≒
HUEPEY
NUCLEAR SEWER...

AAAA bbbBB CCc Dddd
EEFF 9G hH iiI jjjT
KIIMmmmmNnnnn Oooo PPP
Q999 PR SbbbUuu U Wwwww
XYZ 0 1 2 3 4 5 6 7 8 9
%#@*≡

Critter Crumble

Character design, packaging design, illustration, shape language, brand identity, research, dye line design

OBJECTIVES
Create a fun character driven cereal brand about silly little guys

AUDIENCE
Anyone 8+

ISSUES
Creating in a small amount of time, was able to do it though

PROCESS
By using character design, expressive raster drawings, and packaging design, a fun cereal brand, full of life, was born!

OUTCOME
A character driven cereal brand that is both innovative and fun!

cereal

CRITTER CRUMBLE

Rocky Rainbow

16 oz

Nutrition Facts

Serves 1

Amount Per Serving	
Calories	100
	% Daily Value*
Total Fat 0.4g	0%
Saturated Fat	0.1g
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 27g	10%
Sugars 12.4g	
Protein 1.4g	3%

Vitamin A 2%
Vitamin C 73%
Calcium 2%
Iron 3%
Magnesium 5%
Potassium 6%
Zinc trace
Phosphorous 3%
Thiamin (B1) 14%
Riboflavin (B2) 7%
Niacin (B3) 4%
Vitamin B6 7%
Folic Acid (B9) 10%
Vitamin B12 0%
Vitamin K 14%

nutrition facts are approximations

Ingredients: Whole Grains, Maple Syrup, Food Colouring

Abc-123-Abc

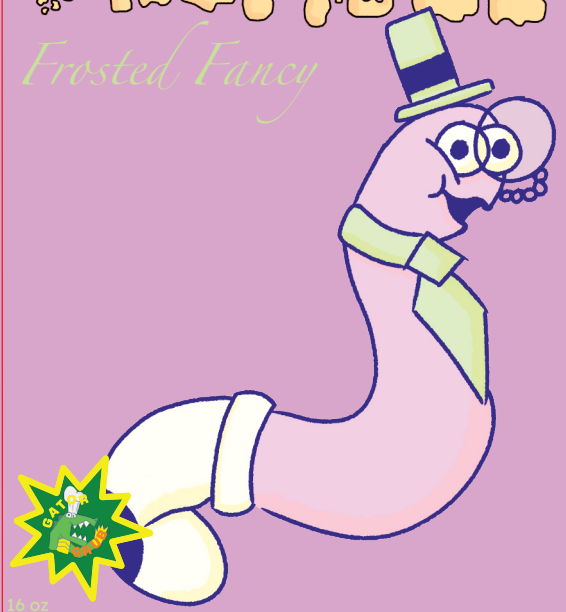
Hello!

CRITTER CRUMBLE

cereal

CRITTER CRUMBLE

Frosted Fancy



16 oz

Abc-123-Abc

Nutrition Facts

Serves 1

Amount Per Serving
Calories 109

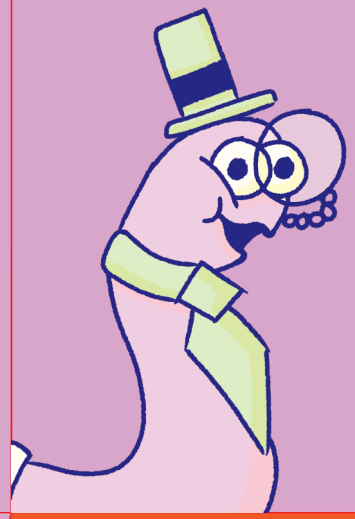
	% Daily Value*
Total Fat 0.4g	0%
Saturated Fat	0.1g
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 27g	10%
Sugars 22.2g	
Protein 1.4g	3%

Vitamin A 2%
Vitamin C 73%
Calcium 2%
Iron 3%
Magnesium 5%
Potassium 8%
Zinc 1%
Phosphorus 3%
Thiamin (B1) 14%
Riboflavin (B2) 7%
Niacin (B3) 4%
Vitamin B6 8%
Folic Acid (B9) 10%
Vitamin D 0%
Vitamin K 14%

nutrition facts are approximations

Ingredients: Whole Grains, Maple Syrup, Food Colouring

CRITTER CRUMBLE



Hello :)

cereal

CRITTER CRUMBLE

Cocoa Crunch

16 oz

Nutrition Facts

Serves 1

Amount Per Serving	
Calories	109
	% Daily Value*
Total Fat 0.4g	0%
Saturated Fat	0.1g
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 27g	10%
Sugars 22.2g	
Protein 1.4g	3%

Vitamin A 2%
Vitamin C 73%
Calcium 2%
Iron 3%
Magnesium 5%
Potassium 8%
Zinc 1%
Phosphorous 3%
Thiamin (B1) 14%
Riboflavin (B2) 7%
Niacin (B3) 4%
Vitamin B6 7%
Folic Acid (B9) 10%
Vitamin E 1%
Vitamin K 14%

nutrition facts are approximations

Ingredients: Whole Grains, Maple Syrup, Food Colouring

Abc-123-Abc

CRITTER CRUMBLE

Hello :)

cereal

CRITTER CRUMBLE

Fruity forest

Abc-123-Abc

Nutrition Facts

Serves 1

Amount Per Serving
Calories 109

% Daily Value*
Total Fat 0.4g 0%
Saturated Fat 0.1g
Cholesterol 0mg 0%
Sodium 0mg 0%
Total Carbohydrate 27g 10%
Sugars 22.2g
Protein 1.4g 3%

Vitamin A 2%
Vitamin C 73%
Calcium 2%
Iron 3%
Magnesium 5%
Potassium 6%
Zinc 5%
Phosphorus 3%
Thiamin (B1) 14%
Riboflavin (B2) 7%
Niacin (B3) 4%
Vitamin B6 7%
Folic Acid (B9) 10%
Vitamin E 1%
Vitamin K 14%

nutrition facts are approximations

Ingredients: Whole Grains, Maple Syrup, Food Colouring

CRITTER CRUMBLE

Hello :)

cereal

CRITTER CRUMBLE

$LITHERING $YRUP

16 oz

Abc-123-Abc

Nutrition Facts

Serves 1

Amount Per Serving	
Calories	109
	% Daily Value*
Total Fat 0.4g	0%
Saturated Fat	0.1g
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 27g	10%
Sugars 22.2g	
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Vitamin A 2%
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Potassium 8%
Zinc 1%
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Thiamin (B1) 14%
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Niacin (B3) 4%
Vitamin B6 7%
Folic Acid (B9) 10%
Vitamin E 1%
Vitamin K 14%

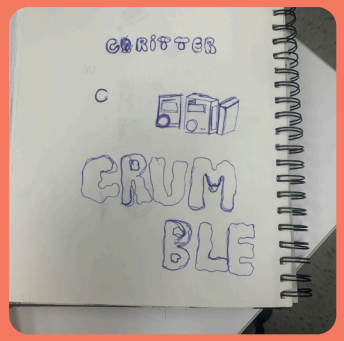
nutrition facts are approximations

Ingredients: Whole Grains, Maple Syrup, Food Colouring

Hello :)

CRITTER CRUMBLE

PROCESS



I try to put as much emphasis on shape language as I can

cereal
CRITTER
CRUMBLE
Rocky Rainbow
cereal
CRUMBLE
Cocoa Crunch
cereal
CRITTER
CRUMBLE
Fruity forest
cereal
CRITTER
CRUMBLE
SLITHERING SYRUP

CRITTER CRUMBLE

3d Illustration

3d modelling, texturing, character design, grease pencil, art direction, illustration, dealing with short deadlines, dealing with scope creep

OBJECTIVES
Create a Illustrative imaging using the 3D software, Blender after a few years of using it.

AUDIENCE
Anyone 6-40

ISSUES
Creating a unique 3d art style that I like (took multiple years of work), the initial idea was far too much for the deadline and I ended up having to restart. I learnt not to bite off more than I can chew and to keep things simple, at least at first, as well as the importance of pre-planning

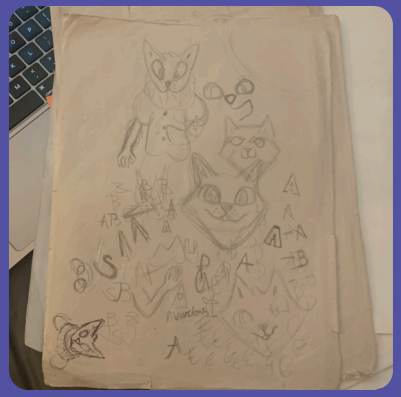
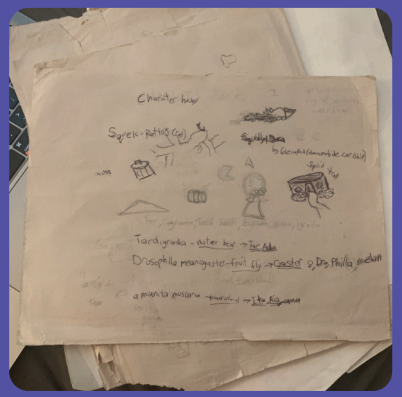
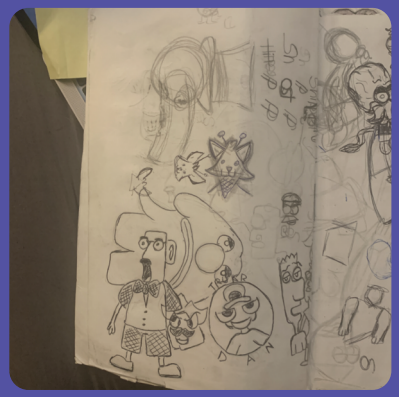
PROCESS
Using blenders texturing, modelling and grease pencil, A fun and unique illustration was made!

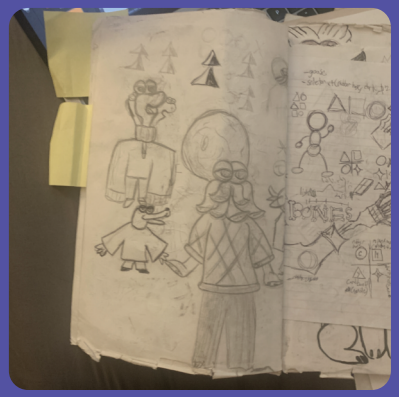
OUTCOME
A 3d illustrated image that is both unique and fun!

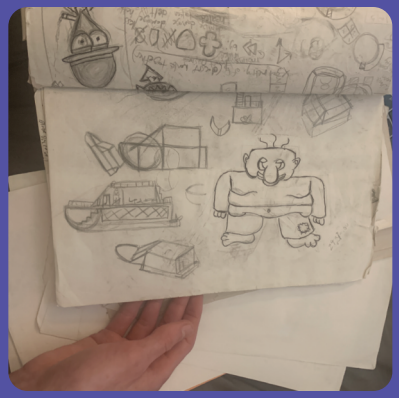
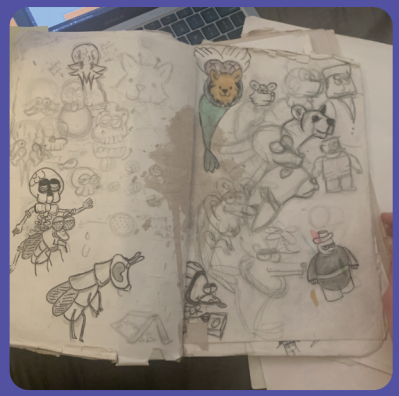
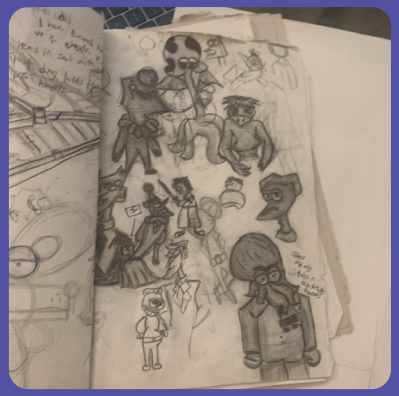
DINNER

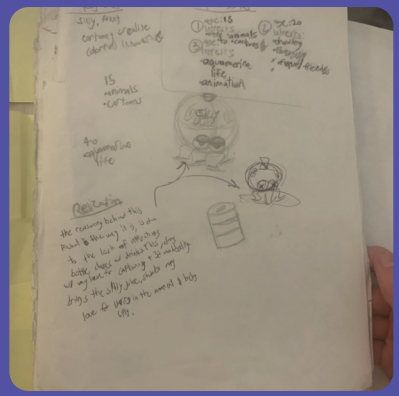
TIME

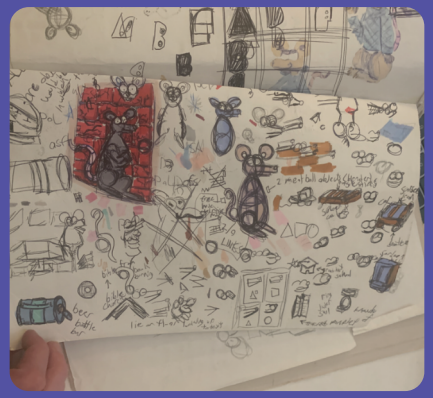
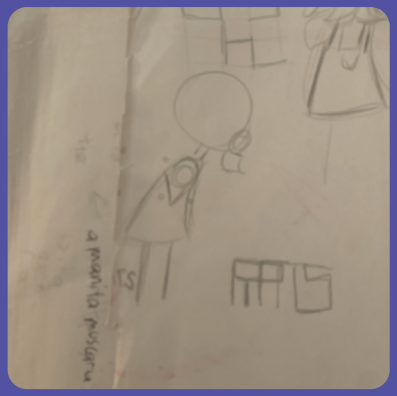
process

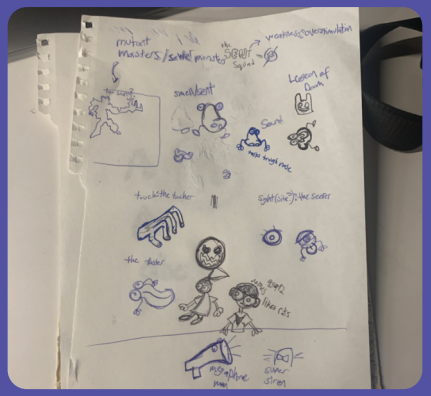




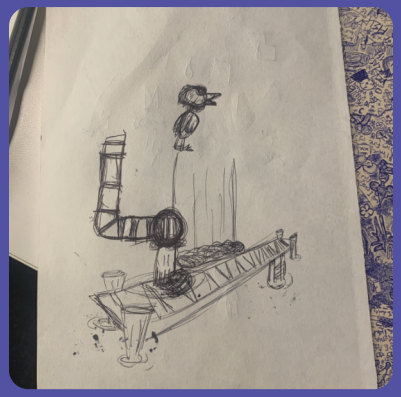


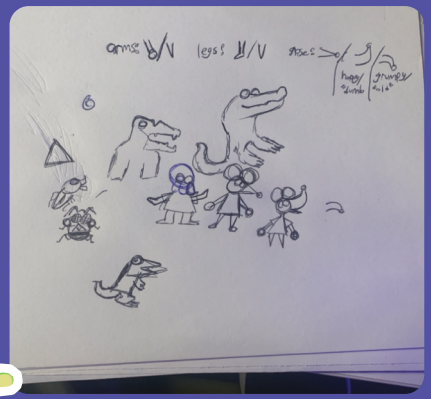




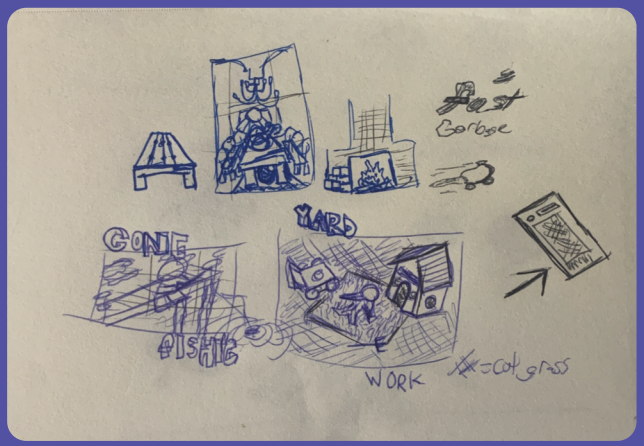


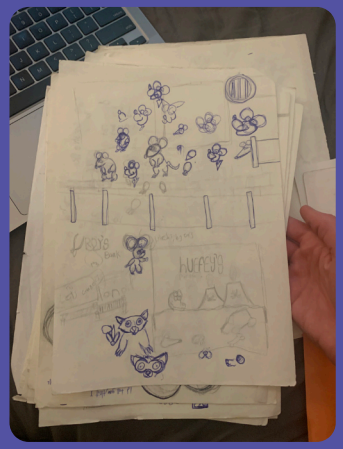



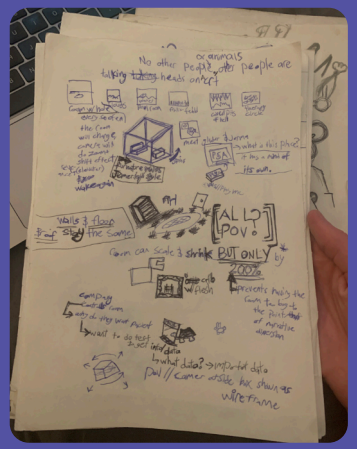


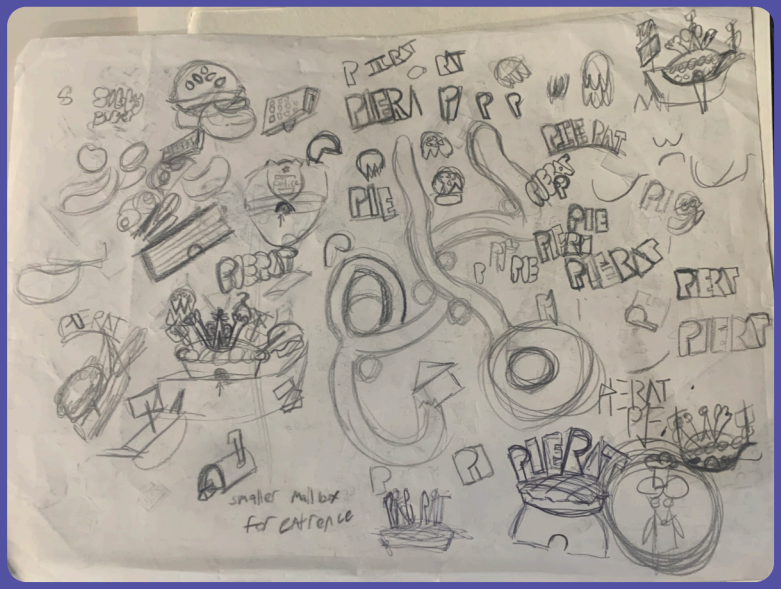


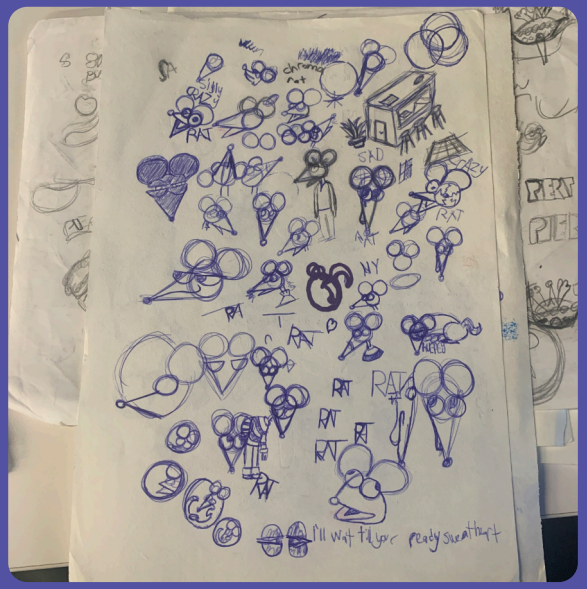


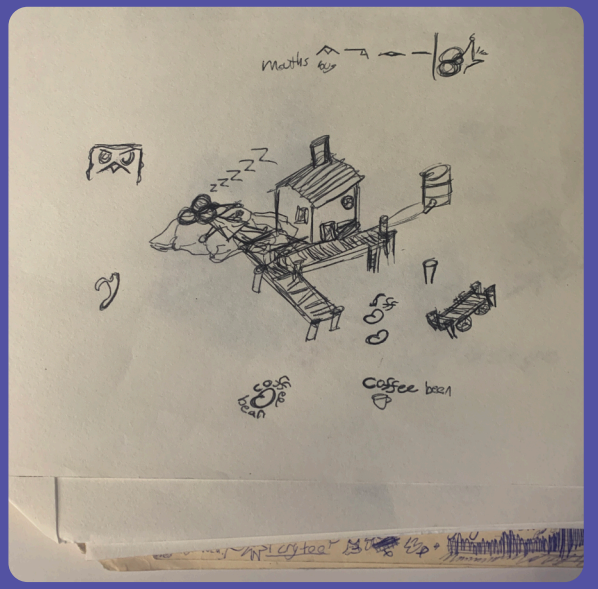

GONE
HARD
FISHING
WORK






smaller mailbox for Catrance




Coffee bean

LUCK

Photography

Photography, composition, colour theory, photo editing, conceptual thinking, narrative

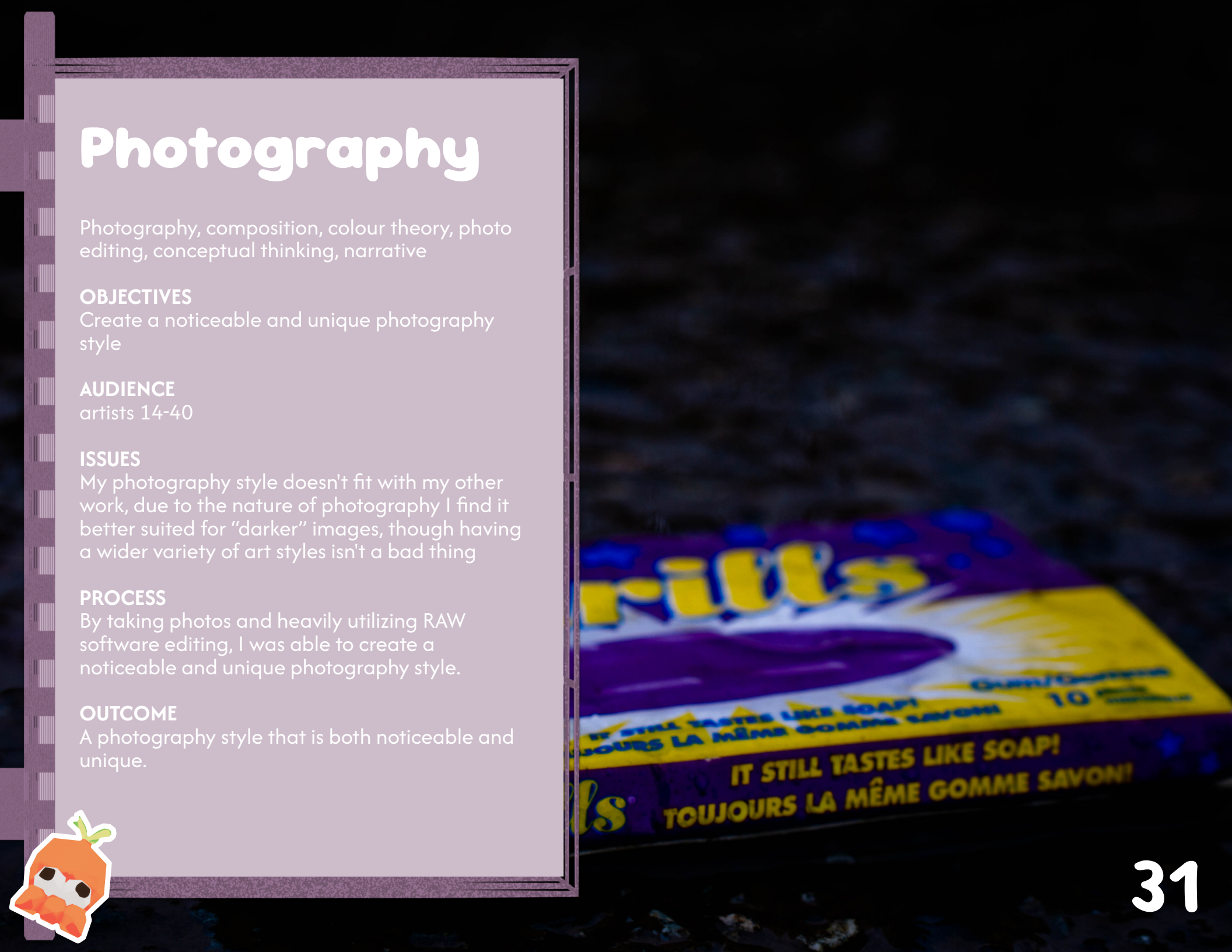
OBJECTIVES
Create a noticeable and unique photography style

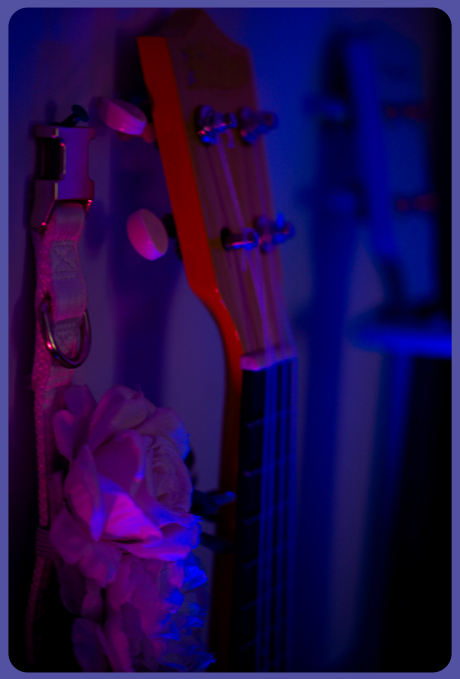
AUDIENCE
artists 14-40

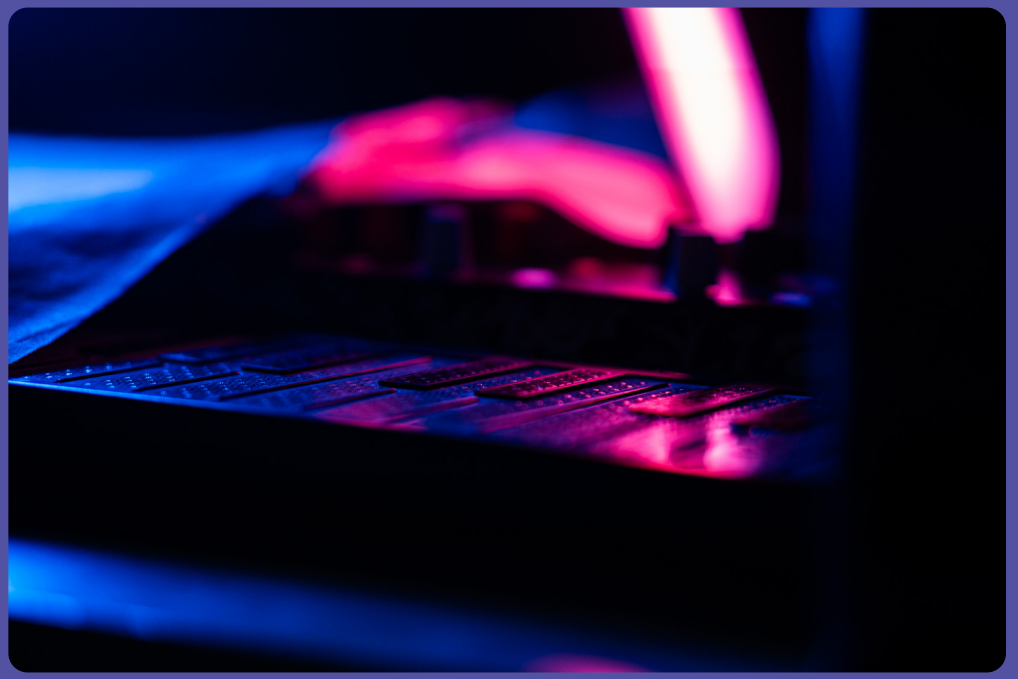
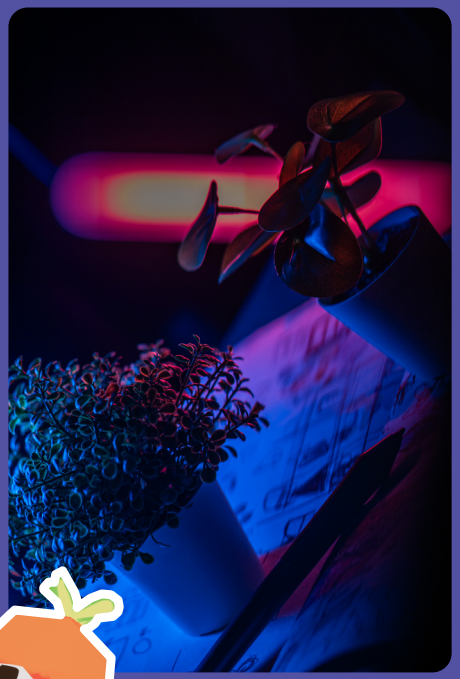
ISSUES
My photography style doesn't fit with my other work, due to the nature of photography I find it better suited for "darker" images, though having a wider variety of art styles isn't a bad thing

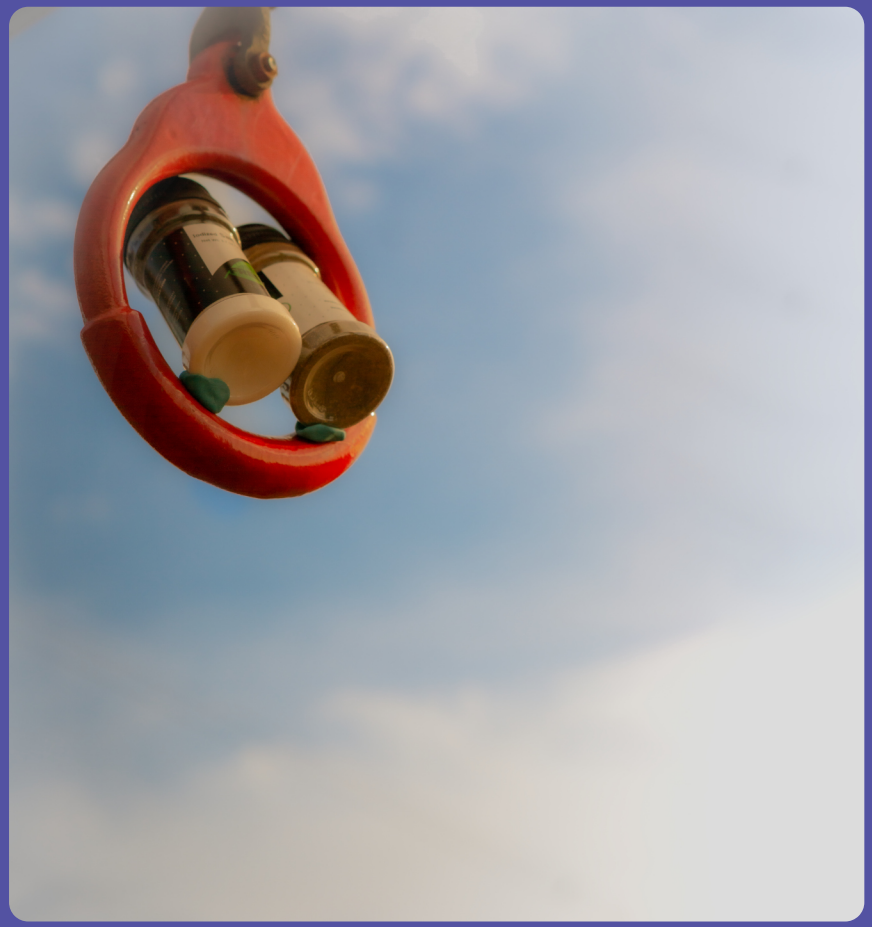
PROCESS
By taking photos and heavily utilizing RAW software editing, I was able to create a noticeable and unique photography style.

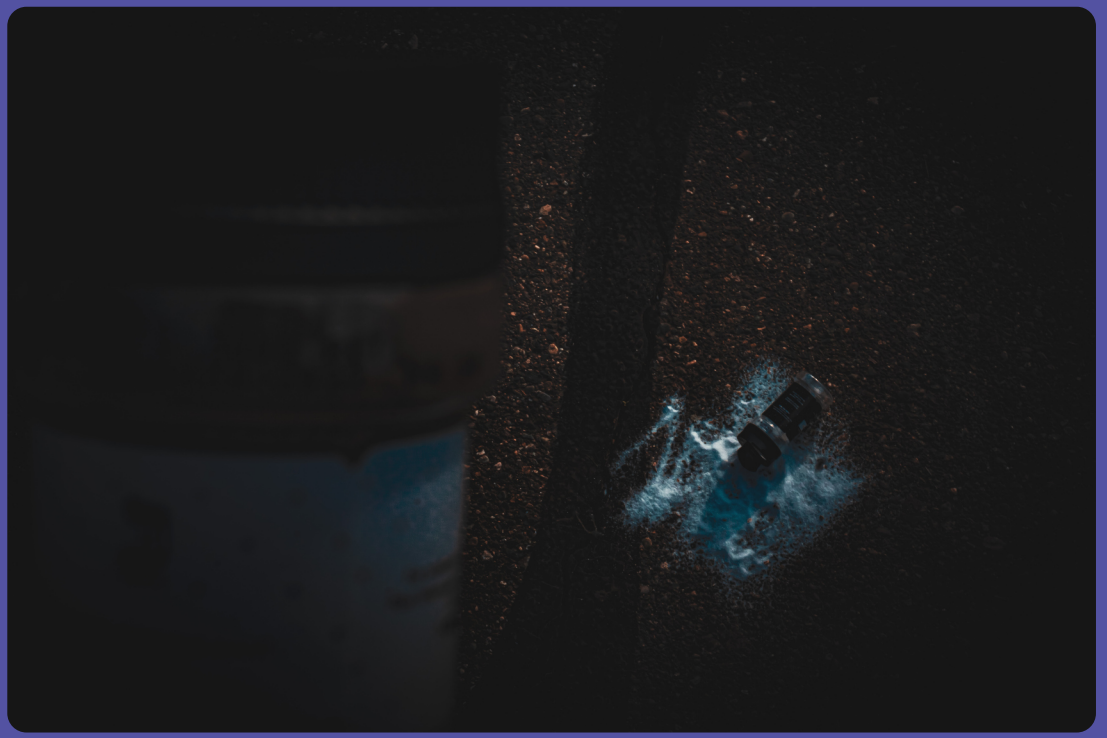
OUTCOME
A photography style that is both noticeable and unique.



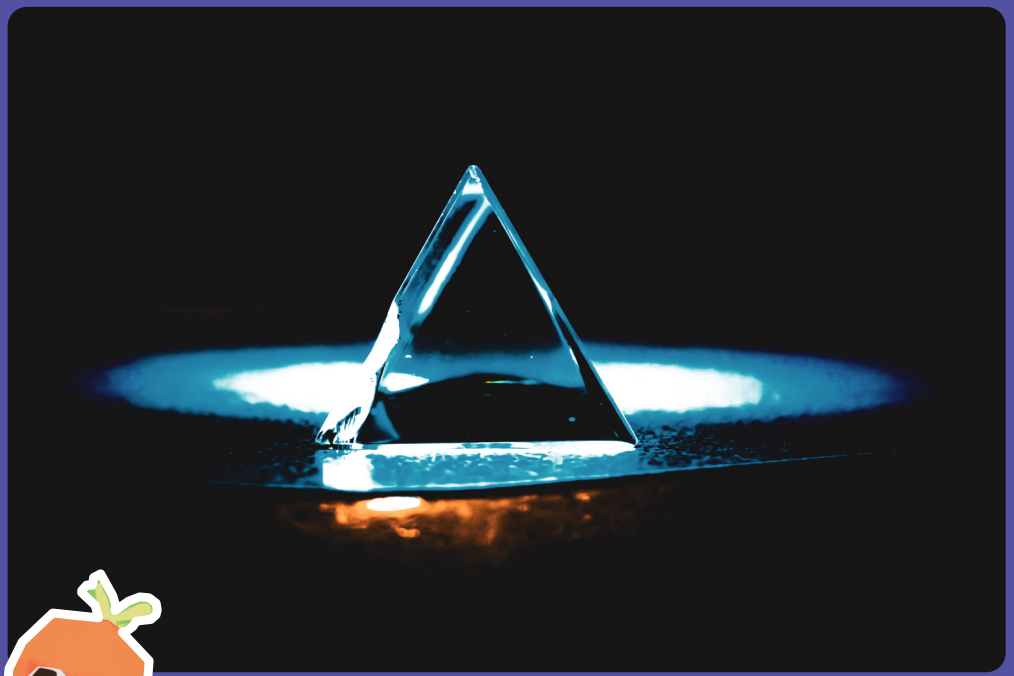






Thrills
IT STILL TASTES LIKE SOAP!
TOUJOURS LA MÊME GOMME SAVON!
Thrills



CD booklet

Photography, typography, layout design, Photoshop, Time base photoshoots, deadlines

OBJECTIVES
Create a CD case booklet for the soundtrack of the movie Whiplash

AUDIENCE
Art and Movie Lovers 14+

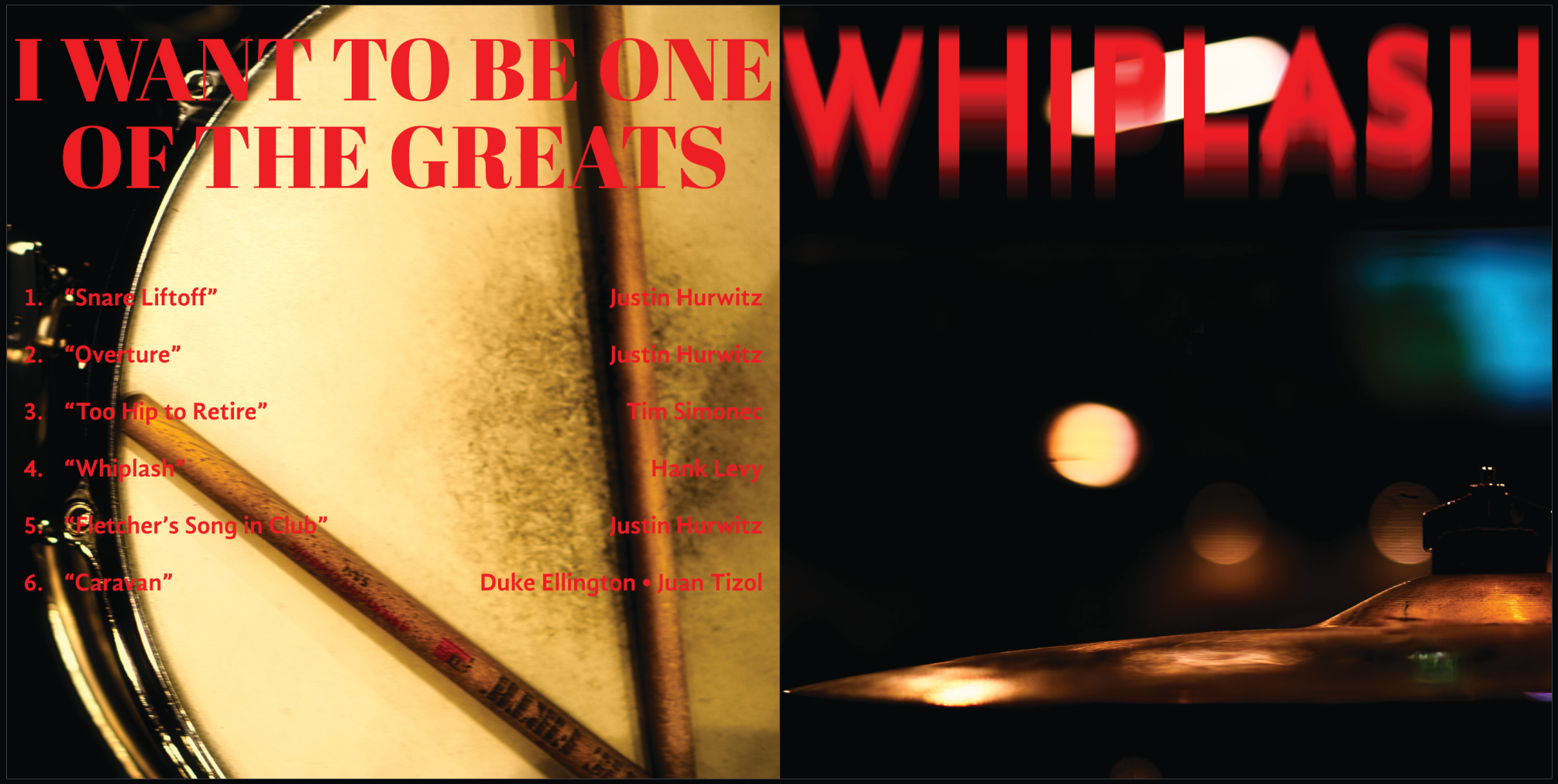
ISSUES
Having only a few minutes to take the photos due to the lack of access to a drum set, though its good practice for quick deadline work

PROCESS
Similarly to my other photography work, by heavily utilizing photo editing software and vectored text, a creative CD case was made!

OUTCOME
An innovative CD case for the movie Whiplash!

"NIEMAN, YOU EARNED THE PART. ALTERNATES,
WILL YOU CLEAN THE BLOOD OFF MY DRUM SET?"
ORIGINAL MOTION PICTURE SOUNDTRACK
WHIPLASH
WHIPLASH
WHIPLASH

WHIPLASH
WHIPLASH
WHIPLASH
WHIPLASH


I WANT TO BE ONE OF THE GREATS
1. "Snare Liftoff" Justin Hurwitz
2. "Overture" Justin Hurwitz
3. "Too Hip to Retire" Tim Simonec
4. "Whiplash" Hank Levy
5. "Fletcher's Song in Club" Justin Hurwitz
6. "Caravan" Duke Ellington • Juan Tizol
WHIPLASH

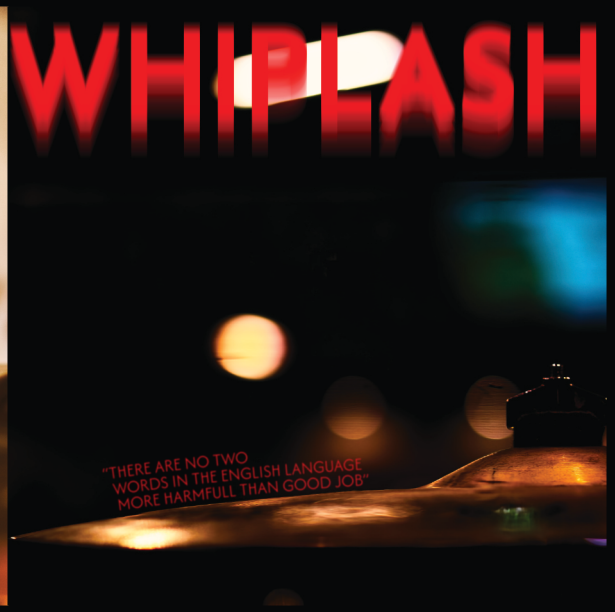
IF YOU WANT THE PART, EARN IT
1. "Whats Your Name" Justin Hurwitz
2. "Practicing" JustinHurwitz
3. "Invited" Justin Hurwitz
4. "Call from Dad" JustinHurwitz
5. "Accident" Justin Hurwitz
6. "Hug From Dad" Justin Hurwitz
7. "Drum & Drone" JustinHurwitz
8. "Carnegie" Justin Hurwitz
9. "Ryan / Breakup" Justin Hurwitz
10. "Drum Battle" Justin Hurwitz
11. "Dismissed" Justin Hurwitz

HE WAS A BEAUTIFUL PLAYER
1. "Good Job" Justin Hurwitz
2. "Intoit" Stan Getz
3. "No Two Words" Nicholas Britell
4. "When I Wake" Justin Hurwitz
5. "Casey's Song" Justin Hurwitz
6. "Upswingin" Justin Hurwitz
7. "Rehearsal Medley" Justin Hurwitz

FRONT

"NIEMAN, YOU EARNED THE PART. ALTERNATES, WILL YOU CLEAN THE BLOOD OFF MY DRUM SET?"
ORIGINAL MOTION PICTURE SOUNDTRACK
WHIPLASH
WHIPLASH
WHIPLASH

WHIPLASH
WHIPLASH
WHIPLASH
WHIPLASH
"I WAS THERE TO PUSH PEOPLE BEYOND WHAT'S EXPECTED OF THEM. I BELIEVE THAT'S AN ABSOLUTE NECESSITY."


WHIPLASH
"THERE ARE NO TWO WORDS IN THE ENGLISH LANGUAGE MORE HARMFULL THAN GOOD JOB"

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MOCKUP

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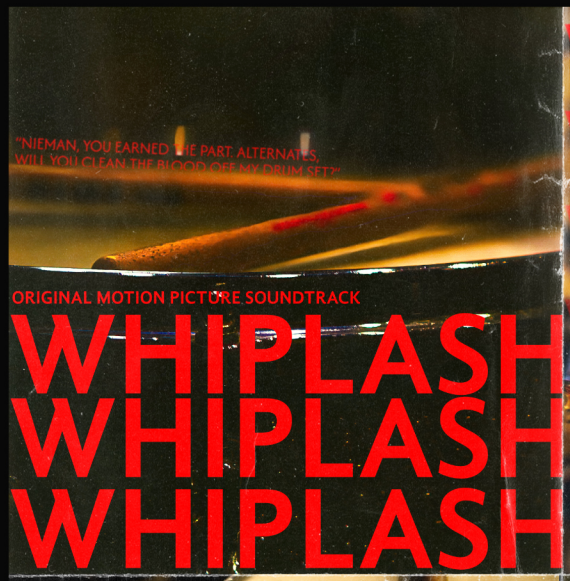
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@huefey
huefey@gmail.com

let's work together!

illustration • branding • 3d artist • animation
film/photography • video editing • character design